



Read-ahead information for the BVS meeting on Thursday, December 17, 2020
POC for the Virginia War Memorial Foundation: Pam Seay, President

In spite of COVID-19 constraints, the Virginia War Memorial Foundation has had an especially busy Q4, reflecting the activity and creativity of the Virginia War Memorial as its staff pivots to a digital/virtual, but nevertheless content-hungry, audience of students, teachers, veterans and other adults.

We have successfully moved our Mighty Pen Project to a virtual classroom, expanding our geographic reach in the process.

We have developed an aggressive enewsletter, which we closely monitor to track subscribe/unsubscribe requests.

We have instituted a print newsletter, the second issue of which has landed in mailboxes this week. It carries the winning entries from our annual Veterans Day essay contest.

We have developed a grants management system, which is critical to successfully soliciting project-specific grants to underwrite such things as our Mighty Pen Project, films, exhibits, and educational programs. Working closely with the state staff of the Memorial, we have identified opportunities for funding that have already attracted first-time donors.

Throughout the year, we have added names to our donor database and otherwise refined salutations, addresses, etc. The results are paying-off, with total annual giving ahead of this time last year.

We have developed new procedures and criteria for renting the facility for private events in order to preserve the sanctity of the Shrine while introducing the remarkable grounds to a more diverse and expanded group of clients.

In general, during these weeks and months when so many of our regular activities had to be curtailed, we have made good and efficient use of the time to strengthen the infrastructure and operating framework of the Foundation.

Submitted by Pam Seay
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